

## Sales Acquisition Manager

<b>Job Title</b>	Sales Acquisition Manager
<b>Job Level 16</b>	Manager
<b>Reports to</b>	Director of Sales
<b>Location</b>	Field Based
<b>Salary</b>	DOE

Elite Group is the UK's leading unified communications provider. We're constantly looking for the very best and brightest to join our ranks. We know that a company is only as good as its people. We also know that people can only achieve their best when they're properly supported. That's why we ensure you are given everything you need to do a great job, and you are always rewarded for hard work.

### The Role:

The Sales Acquisition Manager is a player-manager dual role, accountable for leading and managing a team of Sales Specialists against targets and performance measures whilst also delivering a personal sales target.

You are responsible for those specialists within the Voice, Mobile, UC and Connectivity teams, whilst still carrying a personal sales target within your area of expertise. You will work closely with the Director of Sales and the Sales Management team to agree campaigns and discuss sales performance.

As this is a combined sales and management role, you must demonstrate exceptional time management skills at all times to ensure that both you and the team are delivering against sales targets and meeting the requirements of the business

The sales specialists within your remit will be experts in their field. You will need to ensure they are identifying opportunities by working alongside the BDM and Account Director teams successfully and once a sales opportunity is identified, they own the sales process entirely. You will have strong leadership skills and have a broad knowledge across the Elite customer base and can therefore add value to each member of your team.

You will work closely with Pre-Sales to define the correct process for ensuring swift and professional delivery of all products sold.

You will be a key stakeholder / owner of the Tender Process from both Existing customer and New Business opportunities.

You will gain/have a broad knowledge across all products and services within the Elite portfolio but have a proven ability in selling complex high value UC, UCaaS, CCaaS, IP Voice and Connectivity Solutions at a high level to corporate and enterprise customers. Experience in selling Mobility and IoT solutions is desirable but not essential.

As an integral member of the Elite Sales Management team, you will add value through process change, new ideas and exceptional leadership of our already successful field sales engine.

You will be a passionate sales coach and leader and strive to achieve excellence for your direct reports, Elite Group and yourself.

## Activities:

- Achieving no less than 100% of your annual sales target (Both personal and combined team), with no less than 80% of your sales team achieving 100% also.
- Planning, executing, and managing sales strategies alongside the Sales Management team
- Responding to customer enquiries in a from your own customer base, and dealing with escalations from your team within agreed SLA's
- Working with the CRM Manager and marketing team to deliver relevant campaigns to existing customers to generate opportunity for your team.
- Collaborate with the Sales Management team in planning sales activities and setting sales goals for the assigned teams
- Generate sales reports on a weekly and monthly basis, including but not exclusive to forecasts, KPIs, revenue performance, key selling trends, Appointments booked and sat, opportunities created, conversion rates. You will work with the MI Team to streamline this due to your dual role.
- Correspond proactively with all Elite customers and employees to maintain positive and long-term business relationship.
- Manage your team's expenditure and assist in the development of annual budget and sales plan for UC Sales.
- Have ownership of the UC P & L to drive increased yearly revenue.
- Collaborate with other sales managers to ensure effective coordination in the achievement of Elite Group sales goals.
- Stay abreast of industry trends and market competitions through continuous market research and analysis to ensure a consultative approach to selling
- Manage the recruitment cycle for your area Establish effective business relationships with executive decision-makers in key and managed accounts, once introduced by the CRM team
- Continue to support existing customers with additional requirements within your specialist area and to ensure compliance from your team to maintain the same in their area by training, coaching and mentoring your team.
- Identify sales and marketing opportunities from customer visits to help build Elite Groups customer base, and follow up all leads in a timely and accurate manner, communicating potential opportunities with all relevant departments
- Communicate regularly with customers and employees to inform about new products, special promotions, etc. to ensure a consultative approach to selling
- Arranging to attend industry conferences and events to build your specialist knowledge, and feedback to your team and relevant departments
- Taking a consultative approach to selling, you will attend customer meetings to demonstrate and pitch suitable technology solutions and personally mentor and coach sales people in successful face to face sales.
- Managing your team to generate leads within their specialist area, providing them with the correct sales toolkit, enabling them to be successful
- Ensure your team have the right knowledge and skill set to succeed in their role by measuring them against the Elite competencies each quarter, creating development plans for improvement and arranging required training sessions through the Elite L & D Manager. You will work closely with the Director of Sales to facilitate this due to this being a dual role.
- Ensure that all your team members adhere to company policies and procedures.
- Conduct product demonstrations for customers along with your team.
- Motivating and leading the team to achieve sales targets.

- Ensuring all administration for sales is completed in a timely and accurate manner, in line with agreed SLA's.
- Chasing all leads and following up on opportunities to generate sales.
- Proactively manage and drive sales ensuring conformance to CRM best practice.
- Proactively review key customer bids and sales proposals, developing and dressing commercials on deals with attention to detail.
- Working in conjunction with the Pre-sales team to own tender requests (Both NB and existing customers)

## What we're looking for:

### Essential:

- Extensive SaaS, IaaS, Unified Communications, Telecommunications or IT Sales Management experience,
- Experience of effectively managing customer relationships to support your sales team to achieve and exceed sales and margin targets
- Previous experience in developing a positive ongoing working relationship with new and existing customers to achieve sales targets
- Demonstratable experience in driving new business acquisition, and winning successful bids to foster an ongoing working relationship
- Excellent management and leadership skills, that are portrayed in your ability to lead an established, highly skilled team of sales professionals
- You will have a demonstrable track record of leading a team of at least two salespeople, motivating, coaching, improving performance, being a point of escalation and supporting the resolution of disputes
- Proven experience in managing difficult conversations and conducting 121's and performance reviews consistently for all your team members
- A confident, innovative and creative approach to customer interactions and resolving customer issues
- Excellent attention to detail to ensure the information being shared is always accurate and reliable, and right first time.
- Excellent verbal and written communication skills, including public speaking, and presenting to groups of people.
- Demonstrate resilience, self-motivation and a commitment to self-development with a desire to achieve positive outcomes regardless of the challenge, and seek to receive positive feedback
- High level of energy and commitment to drive results and contribute positively to the culture of the business.
- Good commercial acumen and a thorough understanding of the business and industry in which we operate
- A skilled active listener, with demonstrable experience in fulfilling a customer's requirements and understanding their requests and how to deliver to such requests
- A natural sense of empathy to ensure customers are left feeling looked after and cared about
- Troubleshooting and problem-solving skills
- Openness to feedback and a proactive approach when working with others
- Forward-thinking and proactive attitude to work, taking ownership of your team and their

- targets with the overarching objective to always deliver the best customer experience
- The ability to lead a team, taking your decision-making responsibilities serious and take a balanced and fair view at all times
  - Demonstratable experience of working in a sale and target driven environment, to help your team meet and exceed sales targets and consistently achieve positive customer feedback
  - Ability to act with a high level of integrity, with interpersonal skills to demonstrate our Values to both external customers and internal stakeholders
  - Openness and resilience to be flexible and adapt in a fast-paced and changing environment, with the ability to respond to change positively and bring your team with you on the journey
  - Highly motivated to manage your own workload and responsibilities while keeping your team motivated and encouraged to consistently achieve their targets and be positive role models for their colleagues in the sales team.
  - Effective use of time to manage own diary, making appropriate time in schedule to support others, attend customer meetings and work in the Chorley office as required, whilst maintaining your own sales targets
  - Contributes to the overall success of the business by staying focused on the sales teams performance, sharing knowledge, expertise and resources, whilst achieving and exceeding your own sales target.
  - Full valid UK driving licence as there is a requirement to travel on a regular basis throughout the UK to visit customers and members of your team.
  - Corporate and Enterprise level Management and Leadership experience.

## Desirable:

- Experience of managing larger teams with specialist functions
- Sales qualifications with larger product houses such as Mitel, Gamma, Avaya, BT or TTB
- Reseller and Dealer Mobile Services Sales Management and direct sales experience, including but not limited to Vodafone, EE and O2 network propositions and IoT, Mobility and MDM solutions

## Our Values:

### Think Customer –

Demonstrate the drive and ambition to continuously exceed customer expectations  
Provide the best customer service and gain feedback on customer experiences  
Develop and maintain a firm understanding of the customer journey with Elite, taking into account knowledge of Products, Services and Elite's unique selling point.

### Think Improvement –

Challenge business norms and continuously look to improve our processes and procedures with customer experience in mind  
Actively contribute to the development of processes and procedures by supporting and adapting to change and voicing innovative ideas  
Ability to use your initiative and take ownership in relation to problem solving

**Think Ahead –**

Demonstrate a prepared and organized approach to a wide range of tasks, meeting deadlines and working unsupervised  
Priorities customers' needs paying particular attention to the wider impact of actions on both the customer and other areas of the business  
Exhibit a proactive as opposed to reactive approach to tasks

**Think Communication –**

Ability to effectively distribute complex technical information to customers or relevant departments in a simple and accurate manner  
Demonstrating face to face communication skills and the confidence to challenge where appropriate  
Be open and transparent in relation to goals and deliverables both internally and externally

**Think Teamwork**

Ensuring a quality and unique customer experience and journey by working as one team with Elite's goals in mind  
Support colleagues by sharing best practice and knowledge to ensure team over individual success  
Support our 'One Elite' vision by removing communication and skill barriers between departments and contribute to the overall success of the business

**What you'll gain:**

- A deeper understanding of Elite Communications division
- Professional & Personal growth opportunities within role
- Supportive leadership
- The opportunity to create an environment in which we celebrate success.
- Working with other leaders within the Elite group to implement change.

**Our pledge:**

Here at Elite, we always welcome individuality.

We guarantee that your differences will be valued and encouraged, because after all, that's what makes us a better Elite.

From diversity to creativity, we nurture every form of talent no matter your race, gender, age, religion, identity or experience. Our recruitment process ensures Diversity and Inclusion are more than just words, they are our guiding principles.